Amendments to the Claims:

This listing of the claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for displaying advertisements over the Internet to a computer device comprising the steps of:

displaying on the computer device informational content on a first layer that is capable of being updated by a network;

determining advertising content related to the informational content;

displaying on the computer device muted advertisement content behind the informational content, on a second layer, such that both the informational content and the advertisement content are viewable simultaneously, wherein contrast of the second layer is less than the first layer with the advertisement content having a level of transparency that is automatically adjusted according to capabilities of the computer device, wherein the advertising content is updated when changes occur to a profile of an Internet consumer, and wherein the advertising content dynamically changes based on changes from the network to the information content; and

displaying on the computer device non-transparent hyper-linked advertisement content on the first layer that is related to the advertisement content on the second layer.

2. (original) The method of claim 1 and further including the step of displaying both the first and the second layers on a monitor device such that both layers are viewable simultaneously.

3. (original) The method of claim 1 and further including the step of printing both the first and the second layers on a page such that both layers are viewable simultaneously.

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4.   (original) The method of claim 3 wherein both the first and the second layers are printed substantially simultaneously.

5.   (previously presented) The method of claim 1 wherein the advertisement content on the first layer and the advertisement content on the second layer are related by a common product or service.

6.   (currently amended) A method for displaying an advertisement over the Internet to a computer device, the method comprising the steps of:
transmitting a first layer, comprising informational content, to a client process wherein the first layer is capable of being updated by a network;
determining advertising content related to the informational content;
transmitting a second layer, comprising muted hyper-linked advertisement content, to the client process such that both the informational content and the advertisement content are viewable simultaneously, wherein contrast of the second layer is less than the first layer with the advertisement content having a level of transparency that is automatically adjusted according to capabilities of the computer device, wherein the advertising content is updated when changes occur to a profile of an Internet consumer and wherein the advertising content dynamically changes based on changes from the network to the information content; and
transmitting non-transparent hyper-linked advertisement content on the first layer that is related to the advertisement content on the second layer.

7.   (original) The method of claim 6 and further including the step of the client process requesting delivery of the first and second layers.

8.   (original) The method of claim 6 and further including the step of printing the first and second layers.

9.   (original) The method of claim 7 wherein the client process is resident on a personal computer comprising a monitor device.

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10.   (original) The method of claim 7 and further including the step of the client process requesting a predetermined level of transparency of the second layer.

11.   (original) The method of claim 10 and further including the step of the transparency of the advertisement content being adjusted to the predetermined level in response to a composition of the computer device.

12.   (currently amended) A World Wide Web server system for displaying an advertisement over the Internet to a client process, the system comprising:

memory that stores data for processing;

storage media that has a capability to store software processes, a plurality of informational content that is capable of being updated by a network, and a plurality of advertisement content;

input/output devices that provide access to the Internet for the server system; and

a processor that controls the system, the processor coupled to the memory, the storage media, and the input/output devices, the processor having means for reading a first informational content and a first advertisement content from the storage media, determining advertising content that is related to the informational content, transmitting the first informational content in a first layer and the first advertisement content in a second layer and transmitting muted hyper-linked advertisement content on the first layer that is related to the advertisement content on the second layer, wherein contrast of the second layer is less than the first layer with the advertisement content having a level of transparency that is automatically adjusted according to capabilities of a display of the input/output devices, wherein the advertising content is updated when changes occur to a profile of an Internet consumer and wherein the advertising content dynamically changes based on changes from the network to the information content.

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13.   (original) The system of claim 12 wherein the processor comprises means for adjusting a predetermined level of transparency of the second layer such that the first layer and the second layer can be viewed simultaneously.

14.   (original) The system of claim 12 wherein the storage media stores information relating to the client process.

15.   (original) The system of claim 14 wherein the processor has means for determining an advertisement content from the plurality of advertisement content in response to the information relating to the client process.

16.   (original) The system of claim 12 wherein the client process is an automatic content delivery service that requests information content from predetermined Internet resources.

17.   (currently amended) A method for transmitting advertising content over the Internet from a server to a client process operating on a computer device, the method comprising the steps of:

receiving a request for predetermined information content that is capable of being updated by a network;

accessing the predetermined information content from memory;

determining advertising content related to the informational content, wherein the advertising content is updated when changes occur to a profile of an Internet consumer;

accessing the advertising content having a predetermined transparency level;

adjusting the predetermined transparency level of the advertising content;

combining the advertising content with the predetermined information content to form a Web page so that the transparent advertising content is muted, wherein contrast of the advertising content is less than the information content with the advertisement content having a level of transparency that is automatically adjusted according to capabilities of the computer device and wherein the advertising content dynamically changes based on changes from the network to the information content;

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displaying non-transparent hyper-linked advertisement content that is related to the transparent advertisement content; and

transmitting the Web page to the client process.

18. (original) The method of claim 17 wherein the request for predetermined information content is transmitted by the client process.

19. (original) The method of claim 17 wherein the transparency level is adjusted in response to capabilities of the computer device.

20. (currently amended) A method for transmitting advertising content over the Internet from a server to a client process operating on a computer, the method comprising the steps of:

receiving a request for predetermined information content that is capable of being updated by a network;

determining advertising content related to the informational content;

accessing a Web page, comprising the predetermined information content in front of the advertising content, from memory, the advertising content comprising a muted transparency level, wherein the advertising content is updated when changes occur to a profile of an Internet consumer and wherein the advertising content dynamically changes based on changes from the network to the information content;

adjusting the transparency level of the advertising content, wherein contrast of the advertising content is less than the information content with the advertisement content having a level of transparency that is automatically adjusted according to capabilities of the computer;

displaying non-transparent hyper-linked advertisement content that is related to the transparent advertisement content; and

transmitting the Web page to the client process.

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21.   (original) The method of claim 20 and further including the step of the client process displaying the Web page such that the information content and the advertising content are viewable simultaneously.

22.   (original) The method of claim 20 wherein the transparency level is adjusted in response to capabilities of the computer device.

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